

Section	Subsection	Guideline	Comment	Source	Staff Notes
The following comments were collected at the March 21, 2019 Development Review Board Meeting					
Human Connectivity	General	N/A	Ensure that the guidelines address seating throughout Old Town. With a large elderly population, it is important to have seating at regular intervals along pedestrian pathways and within open space areas.	DRB	<p>Supporting Guideline 2.4, as written, includes the provision of street furniture as a means to convey a unified street appearance.</p> <p>Figure 4 notes the use of street furniture within the pedestrian environment.</p> <p>Supporting Guideline 3.2, as written, includes the provision of street furniture as a means to support design continuity in downtown public spaces.</p> <p>Figure 8 notes the use of formal and informal seating in an open space area.</p> <p>Historic Old Town Supporting Guideline HOT 3.7, as written, supports the use of benches in site design.</p> <p>Arizona Canal Supporting Guideline AC 1.4, as written, states that seating may be utilized to promote a unified district aesthetic.</p> <p>Staff amended Supporting Guideline 1.4:</p> <p>Design street-spaces that support the pedestrian. Incorporate pedestrian amenities such as safe, comfortable surfaces, seating, lighting, shade, landscape and hardscape, crosswalk refuge areas, and curb and sidewalk extensions into Old Town design.</p> <p>Staff amended Figure 1:</p> <p>O – Pedestrian-supportive amenities such as seating and shade are provided at regular intervals.</p> <p>Staff amended Civic Center Supporting Guideline CC 1.2:</p> <p>Design landscape, hardscape, pathways, seating, and other urban design elements to promote a unified district aesthetic.</p>

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Human Connectivity	Enhance Pedestrian Environment	2.3	Confusion over the intent of Supporting Guideline 2.3. Not sure what “where building frontages do not exist” means.	DRB	<p>The intent of Supporting Guideline 2.3 is to minimize “holes” in pedestrian pathways that exist as a result of vacant properties.</p> <p>Staff amended Supporting Guideline 2.3:</p> <p>Create a defined street-space where building frontages do not exist by incorporating design elements such as site walls, landscaping, overhead trellis, or covered walkway.</p>
Site & Surrounding Context	General	N/A	It is important to have new development complement existing development. Appreciate that the Guidelines address this.	DRB	Thank you.
General	General	N/A	It is important and appreciated that the Guidelines address Historical Resources.	DRB	Thank you.
General	General	N/A	The Guidelines are beautiful and provide an aspirational view at how we would like our downtown to look. However, it is important that this document be utilized and implemented and not forgotten about.	DRB	The Guidelines will continue to be utilized by staff, the Development Review Board (DRB), and City Council when reviewing future development proposals for conformance within Old Town Scottsdale.
General	General	N/A	Would like to confirm where specifics concerning sidewalk widths within the downtown are addressed – as it doesn’t appear that specific widths are given in the draft Guidelines.	DRB	Scottsdale’s Design Standards & Policies Manual (DSPM) sets forth city requirements, standards, policies and procedures regarding public pedestrian facilities and sidewalk widths. The Guidelines reference the DSPM throughout the document, and, more specifically, in the Purpose of the Guidelines (page 4) and the Glossary (Pedestrian Clear Width, page 92).
General	General	N/A	How much public input has occurred to date?	DRB	<p>Staff engaged stakeholders within Historic Old Town in 2 focus groups to finalize that specific section of the UDAG.</p> <p>Staff engaged the development community – those who have experience designing, developing, and working in Old Town – in 2 focus groups that produced feedback which informed numerous updates to the draft (see section on comments collected prior to March 15, 2019).</p> <p>Staff engaged the public by inviting feedback through various email blasts/newsletters, such as P & Z Link and the Old Town Newsletter.</p>

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The following comments were collected prior to March 15, 2019					
General	General	N/A	Get Focus Groups back together for review of document, post-incorporation of feedback.	Focus Group	Focus Group feedback will be addressed in the draft UDAG, where appropriate, and will be made publicly accessible, along with this matrix, for additional review and comment.
Introduction	General	N/A	Introduction should state that guidelines are applicable to the City as well as private development.	Focus Group	Staff added the following language under Design Objectives (pg. 4): The Old Town Plan and the Guidelines provide the framework that guides individual developments – both public and private – as they visually and physically work together to define, shape and enhance the image of Old Town Scottsdale.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Introduction	General	N/A	Introduction / Purpose should provide clarity that this document contains development guidance and so as not to be construed with regulatory requirements.	Focus Group	<p>The guidelines do recognize the relationship of this document, the zoning ordinance, and the Old Town Scottsdale Character Area Plan within the Introduction (pages 2-6).</p> <p>Furthermore, under Purpose of Guidelines (pg 4) the text states:</p> <p>During the design process, creativity and innovation are encouraged, thus these Guidelines are intended to be flexible, and to act as a tool to guide innovative, quality design. The Guidelines are meant to encourage and promote unique solutions to design opportunities and challenges.</p> <p>Staff added the following language under Purpose of Guidelines (pg. 4):</p> <p>Although the Guidelines apply to all development downtown, there are some larger projects and areas such as Scottsdale Fashion Square, Honor Health, Civic Center, and Historic Old Town that have City Council, Development Review Board, or Historic Preservation Commission-approved design specificity beyond the Guidelines, including: Master Sign Program, Development Plan, Design Plan, Municipal Use Master Site Plan, Master Environmental Design Concept Plan, and/or Historic Preservation Plan.</p>

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General	General	N/A	The guidelines should recognize zoning and the Old Town Character Area Plan. Allow for development to build aspirationally and be a collaborative process.	Focus Group	<p>The guidelines do recognize the relationship of this document, the zoning ordinance, and the Old Town Scottsdale Character Area Plan within the Introduction (pages 2-6).</p> <p>Furthermore, under Purpose of Guidelines (pg 4) the text states:</p> <p>During the design process, creativity and innovation are encouraged, thus these Guidelines are intended to be flexible, and to act as a tool to guide innovative, quality design. The Guidelines are meant to encourage and promote unique solutions to design opportunities and challenges.</p>
General	General	N/A	Recognize both HonorHealth and Fashion Square Mall as having adopted Design Guidelines.	Focus Group	<p>Staff added the following language under Purpose of Guidelines (pg. 4):</p> <p>Although the Guidelines apply to all development downtown, there are some larger projects and areas such as Scottsdale Fashion Square, Honor Health, Civic Center, and Historic Old Town that have City Council, Development Review Board, or Historic Preservation Commission-approved design specificity beyond the Guidelines, including: Master Sign Program, Development Plan, Design Plan, Municipal Use Master Site Plan, Master Environmental Design Concept Plan, and/or Historic Preservation Plan.</p>
General	General	N/A	Remove instances of “shall” or “must” and utilize phrasing such as “encourage” or “preferable”.	Focus Group	Staff reviewed the plan and “should”, “shall”, “must”, etc. are not used within the guidelines.
General	General	N/A	The use of the word “meaningful” to quantify anything is too subjective.	Focus Group	The word “meaningful” is not used within the UDAG.

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General	General	N/A	Remove “surrounding context” from guidelines. Instead, reference Old Town Plan, Districts, and Development Types. Surrounding context is very limiting, and may – at times – be undesirable to consider in the design of a new development proposal.	Focus Group	<p>The Old Town Scottsdale Character Area Plan discusses surrounding context in Policies CD 1.1 and CD 1.2 (pg 18). The plan recognizes that some districts within Old Town are “evolving” and, in some instances, public and private development should be encouraged to “establish new urban design and architectural character where downtown development patterns are fragmented or are in transition”.</p> <p>Staff amended the definition for Context:</p> <p>The relationship between a location and its surrounding natural, and/or built, and/or planned environment; the whole environment relevant to a particular building or place; the interrelated conditions in which something exists or occurs.</p> <p>Staff amended Supporting Guideline 8.1:</p> <p>Design buildings to reflect and enhance the existing character of an area. Establish new urban design and architectural character where downtown development patterns are fragmented or evolving.</p>
General	General	N/A	I have to say this is one of the best documents that I’ve seen/reviewed of this type in quite some time.	Community Feedback	Thank you.
General	General	N/A	Sidewalks: When I brought through Main Street Place for zoning, staff and council asked for 8ft sidewalks stating they wanted the downtown to have more generous/covered walkways. I don’t see much in this document with specific minimums, unless I missed it. This would be helpful to know before the projects are designed as opposed to having to revised our work midstream.	Community Feedback	Scottsdale’s Design Standards & Policies Manual (DSPM) sets forth city requirements, standards, policies and procedures regarding public pedestrian facilities and sidewalk widths. The Glossary, as written, includes entries and definitions regarding the DSPM and Pedestrian Clear Width.

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General	General	N/A	Architecture: My sense is that the architectural directives are to controlling or restrictive. Sameness may not be what is desired. As a land owner and now building owner of Main Street Place, and having gone thru the process on my project and several other, I can tell you that being told that my building needed to be 'desert' colors and that I needed to use Sonoran 'desert' plants was unexpected.	Community Feedback	Purpose of Guidelines (pg 4), as written, states: During the design process, creativity and innovation are encouraged, thus these Guidelines are intended to be flexible, and to act as a tool to guide innovative, quality design. The Guidelines are meant to encourage and promote unique solutions to design opportunities and challenges.
General	Glossary	N/A	Definition of "Context" should take into account the built and planned environment. So that architects know what they should be designing for.	Focus Group	Staff amended the definition for Context: The relationship between a location and its surrounding natural, and/or built, and/or planned environment; the whole environment relevant to a particular building or place; the interrelated conditions in which something exists or occurs.
General	Glossary	N/A	Define pedestrian and vehicle.	Focus Group	Staff added the following definitions: Pedestrian - Any person afoot; or any person who uses a manual or motorized wheelchair. Vehicle – Any transportation device utilized for moving people or goods.

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General	General	N/A	Suggest having less guidelines as they hinder flexibility and seem to compound with ordinance.	Focus Group	<p>The guidelines do recognize the relationship of this document, the zoning ordinance, and the Old Town Scottsdale Character Area Plan within the Introduction (pages 2-6).</p> <p>Furthermore, under Purpose of Guidelines (pg 4) the text states:</p> <p>During the design process, creativity and innovation are encouraged, thus these Guidelines are intended to be flexible, and to act as a tool to guide innovative, quality design. The Guidelines are meant to encourage and promote unique solutions to design opportunities and challenges.</p>
Human Connectivity	General	N/A	Consider adding guidelines that discourage private car use.	Focus Group	<p>The Old Town Character Area Plan addresses, at a policy level, the idea of developing “complete streets” (Goal M1) that are complemented by a “park once environment” (Goal M 4) to ensure that Old Town is well connected for all modes and that vehicles can remain in a singular location once parked.</p>

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Human Connectivity	Enhance Pedestrian Environment	General	This plan should account for the increase in rideshare, bicycles, and scooters.	Focus Group	<p>Scottsdale has long been recognized as a Bicycle Friendly Community by the League of American Bicyclists – first being recognized in 2005.</p> <p>Section 9 of the Scottsdale Zoning Ordinance includes provisions for reduced on-site vehicular parking in Old Town if increased bicycle storage is provided on a development site.</p> <p>Chapter 17, Article IV of the Scottsdale Revised codes addresses bicycles, scooters, and skateboards. It details application of traffic laws and parking on such means of transportation.</p> <p>Staff added the following Supporting Guideline:</p> <p>9.4 Site planning that incorporates rideshare queuing and dropoff is encouraged.</p>
Human Connectivity	Enhance Pedestrian Environment	General	Suggest requiring onsite storage and/or parking locations for bicycles and scooters.	Focus Group	<p>Scottsdale has long been recognized as a Bicycle Friendly Community by the League of American Bicyclists – first being recognized in 2005.</p> <p>Section 9 of the Scottsdale Zoning Ordinance includes provisions for reduced on-site vehicular parking in Old Town if increased bicycle storage is provided on a development site.</p> <p>Chapter 17, Article IV of the Scottsdale Revised codes addresses bicycles, scooters, and skateboards. It details application of traffic laws and parking on such means of transportation.</p> <p>Staff added the following Supporting Guideline:</p> <p>9.4 Site planning that incorporates rideshare queuing and dropoff is encouraged.</p>

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Human Connectivity	Enhance Pedestrian Environment	1	Add a supporting guideline to address that there is a defined difference between Type 1 Core and the rest of Old Town in terms of pedestrian experience, covered walkways, and the grid pattern.	Focus Group	<p>The Old Town Scottsdale Character Area Plan provides policy-level direction for a Pedestrian Space Hierarchy (pg 33) as well as a Pedestrian Connectivity Map (pg 32) that denotes pedestrian spaces and importance of shade throughout Old Town. Pedestrian Place is where shaded walkways are likely to occur.</p> <p>Page 6 of the draft Guidelines, under Downtown Land Use & Development Types provides discussion related to the grid pattern and its relation to Type 1 Developments.</p> <p>Furthermore, Supporting Guideline 16.4 directly states that shaded walkways are intended within the Downtown Core.</p>
Human Connectivity	Enhance Pedestrian Environment	1.3	Consider adding large campus language	Focus Group	<p>Staff amended Supporting Guideline 1.3:</p> <p>Maintain the Old Town pedestrian grid pattern with access points every 100 to 300 feet, depending on urban neighborhood context found within the context of each Old Town district. (See Map 2 - Old Town Districts)</p>
Human Connectivity	Enhance Pedestrian Environment	1.4	Consider ramification of addition of transients as a result of making everything “comfortable”	Focus Group	<p>Maintaining a safe, comfortable environment for the pedestrian is an idea that has been adopted in the Old Town Scottsdale Character Area Plan (Character & Design and Mobility Chapters).</p>

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Human Connectivity	Enhance Pedestrian Environment	Figure 1	This figure appears to conflict with policy, as most of the buildings don't address the street frontage. Every corner seems to leave too much space between the building and the street.	Focus Group	Although this figure follows Guideline 1, it takes into account multiple guidelines found throughout the document – creating an interconnected, walkable downtown (Guideline 1), maintaining a consistent street edge (Guideline 2), connect open spaces to the surrounding context (Guideline 4), and ensuring continuity of site development (Guideline 7). Staff has amended Figure 1 to have a more engaging street frontage.
Human Connectivity	Enhance Pedestrian Environment	Figures 5 and 7	Residential next to public walkways prefer a higher wall barrier between private and public space	Focus Group	Section 5 of the Scottsdale Zoning Ordinance dictates that walls within the frontage open space may not exceed three (3) feet in height, which Figures 5 and 7 follow and replicate.
Human Connectivity	Enhance Pedestrian Environment	2.3	How this would be implemented seems subjective. Should there be a formula in place? Would an update to a building façade trigger a development to provide enhanced landscaping? Consider providing language that makes it an incentive to encourage implementing this idea.	Focus Group	The intent of Supporting Guideline 2.3 is to minimize “holes” in pedestrian pathways that exist as a result of vacant properties. Staff amended Supporting Guideline 2.3: Create a defined street-space where building frontages do not exist by incorporating design elements such as site walls, landscaping , overhead trellis, or covered walkway.
Human Connectivity	Enhance Pedestrian Environment	2.7	Outdoor Dining Patios – some want green/landscape barrier. Consider adding certain percentage of green to hard barrier	Focus Group	2-1.203.A.4 of the Scottsdale Design Standards & Policies Manual gives consideration to utilizing screened walls and landscape improvements for outdoor dining areas. Supporting Guidelines 2.6 through 2.9, as written, do not preclude the use of landscaping as a barrier.

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Human Connectivity	Enhance Pedestrian Environment	2.8	“Enough area” is confusing. Possibly reword this guideline as it isn’t clear that outdoor dining should occur on private land as has been explained.	Focus Group	Staff amended Supporting Guideline 2.8: On private land, design outdoor dining with enough area to Accommodate table seating, lighting, menu signs, host stations, patron queuing , and other restaurant features associated with outdoor dining and entertainment venues, on private land.
Human Connectivity	Enhance Pedestrian Environment	2.6 – 2.10	Outdoor dining patios should be designed to create pedestrian interest, as opposed to making everything the same.	Focus Group	Many different outdoor dining patios may be accommodated by following Supporting Guidelines 2.6 through 2.9 as a baseline. For example, Figure 6 notes several solutions to providing an outdoor patio while accommodating the pedestrian clear width.
Human Connectivity	Open Space	General	Add discussion of balance of open space and height.	Focus Group	The Old Town Scottsdale Character Area Plan addresses, at a policy level, where public open space is desired (Public Spaces and Connectivity Master Plan, pg 21). The Scottsdale Zoning ordinance includes requirements concerning the use of Special Public Improvement requirements for receiving bonus development standards (Sec 7.1200) – which includes the provision of public open space, gathering space, or plaza improvements. Guidelines 3 and 4, as written, include guidance for open space adjacent to the built environment.

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Human Connectivity	Open Space	General	There should be an order of size and magnitude in terms of open space – where it is important and necessary to place.	Focus Group	<p>The Old Town Scottsdale Character Area Plan addresses, at a policy level, where public open space is desired (Public Spaces and Connectivity Master Plan, pg 21).</p> <p>The Scottsdale Zoning ordinance includes requirements concerning the use of Special Public Improvement requirements for receiving bonus development standards (Sec 7.1200) – which includes the provision of public open space, gathering space, or plaza improvements.</p>
Human Connectivity	Open Space	3.1	Consider moveable as well as permanent infrastructure.	Focus Group	<p>Staff amended Supporting Guideline 3.1:</p> <p>Provide open space for public and private outdoor activities, special events, and day-to-day activities. Incorporate temporary and permanent infrastructure into open space and streetscape designs to support activities and events year-round.</p>
Human Connectivity	Open Space	3.4	Don't limit vibrancy by reducing noise.	Focus Group	<p>Supporting Guideline 3.4 does not seek to limit the vibrancy of Old Town as it utilizes the qualifier of “sensitive uses” when seeking to reduce the impacts of noise.</p> <p>Furthermore, the purpose of Supporting Guideline 3.4 and Guidelines CC 3 and AC 3 is to ensure future development is respectful of noise impacts. More specifically, Supporting Guideline 3.4 and Guidelines CC 3 and AC 3 ensure that major special events are not negatively affected by future, adjacent, noise sensitive land uses.</p>

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Human Connectivity	Open Space	3.5	Add Supporting Guideline to state that City should be held to preserving open space.	Focus Group	<p>Staff added the following language under Design Objectives (pg. 4):</p> <p>The Old Town Plan and the Guidelines provide the framework that guides individual developments – both public and private – as they visually and physically work together to define, shape and enhance the image of Old Town Scottsdale.</p>
Human Connectivity	Open Space	4, Figures 5 & 7	Consider allowing higher walls and more vegetation for residential spaces/patios that are adjacent to public walkways.	Focus Group	Section 5 of the Scottsdale Zoning Ordinance dictates that walls within the frontage open space may not exceed three (3) feet in height, which Figures 5 and 7 follow and replicate.
Site & Surrounding Context	Integration – Natural Environment	General	Suggest adding guidelines regarding sustainability in design and site planning – for example, incorporating Bioswales.	Focus Group	<p>Staff added the following Supporting Guideline and definition to the Glossary:</p> <p>6.5 Incorporate low impact development practices into site design.</p> <p>Low Impact Development (LID) – Refers to design and implementation practices that can be employed at the site-level to both control stormwater and replicate the pre-development hydrology of the site. This approach to water management protects, restores, or mimics the nature water cycle on a development site.</p>

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Site & Surrounding Context	Integration – Natural Environment	General	Suggest adding permeable pavers as encouraged.	Focus Group	<p>Staff added the following Supporting Guideline and definition to the Glossary:</p> <p>6.5 Incorporate low impact development practices into site design.</p> <p>Low Impact Development (LID) – Refers to design and implementation practices that can be employed at the site-level to both control stormwater and replicate the pre-development hydrology of the site. This approach to water management protects, restores, or mimics the nature water cycle on a development site.</p>
Site & Surrounding Context	Integration – Natural Environment	Figure 10	Label “7” Covered Walkway on Figure diagram.	Focus Group	Staff corrected Figure 10.
Site & Surrounding Context	Integration – Natural Environment	5.4	Add recognition of change in materials/new materials to dissipate heat.	Focus Group	<p>Staff amended Supporting Guideline 5.4:</p> <p>Minimize, or shade, materials that absorb and retain heat. Consider utilizing materials that dissipate heat.</p>
Site & Surrounding Context	Integration – Natural Environment	6	Add recognition of “Theme Trees” from the previous UDAG efforts.	Focus Group	<p>The Recommended Plants for Downtown Matrix within the existing UDAG will be part of a future update undertaken by City Staff shortly after the urban and architectural sections are updated. Staff will bring the updated plant matrix to the DRB at a later date for incorporation into the Old Town UDAG.</p> <p>The Old Town Scottsdale Character Area Plan Implementation matrix includes an item to “Create a Comprehensive Downtown Shade and Tree Plan. Inventory and assess existing conditions and create recommendations to improve the shaded tree canopy within downtown.” This future program will recognize and further develop the Recommended Plants for Downtown Matrix.</p>

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Site & Surrounding Context	Integration – Natural Environment	6.3	Suggest adding wording that encourages a landscape palette that responds to context, not just Sonoran Desert Materials or drought tolerant. Just like the wording in the architectural sections, landscape should also provide a connection visually.	Community Feedback	Staff amended Supporting Guideline 6.3: Design landscape elements and palette to relate closely to the character and function of site architecture, and coordinate with neighboring properties and adjacent public areas.
Site & Surrounding Context	Integration – Natural Environment	6.4	“screens the site from architectural elements to be hidden from public view” – reword for better understanding.	Focus Group	Staff amended Supporting Guideline 6.4: Utilize vegetation that is multipurpose, such as landscaping that reinforces the character of an area by providing shade, wayfinding, heat island relief, prominent site feature emphasis and/or screens the site and architectural elements utility equipment and building service areas that are to be hidden from public view.
Site & Surrounding Context	Integration – Built Environment	7.4	Add “when required by zoning ordinance”	Focus Group	The Scottsdale Zoning Ordinance gives specification when public art is required of development proposals, or for bonus development standards (Sec. 7.1000 and Sec. 7.1200). Staff amended Supporting Guideline 7.4: Incorporate Plan for temporary and permanent public art in building, site and streetscape design.

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Site & Surrounding Context	Integration – Built Environment	8.1	Suggest rewording so that it is not a directive to design a certain way to reflect an area, but to be respectful of context while allowing enhancement and better design/themes/successes.	Community Feedback	<p>Staff amended the definition for Context:</p> <p>The relationship between a location and its surrounding natural, and/or built, and/or planned environment; the whole environment relevant to a particular building or place; the interrelated conditions in which something exists or occurs.</p> <p>Staff amended Supporting Guideline 8.1:</p> <p>Design buildings to reflect and enhance the existing character of an area. Establish new urban design and architectural character where downtown development patterns are fragmented or evolving.</p>
Site & Surrounding Context	Integration – Built Environment	8.4	Concern from corporate retail entities – clarify language, context/clarity. Consider “branding” vs “identity”.	Focus Group	<p>Staff amended Supporting Guideline 8.4:</p> <p>Building design that incorporates The use of corporate or user identity branding in the design of a building is discouraged.</p>
Site & Surrounding Context	Integration – Built Environment	8.4	Clarify that corporate/user identity does not include signage.	Focus Group	<p>Staff amended Supporting Guideline 8.4:</p> <p>Building design that incorporates The use of corporate or user identity branding in the design of a building is discouraged.</p>
Site & Surrounding Context	Integration – Built Environment	8.4	Add “character appropriateness”.	Focus Group	<p>Staff amended Supporting Guideline 8.4:</p> <p>Building design that incorporates The use of corporate or user identity branding in the design of a building is discouraged.</p>

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Site & Surrounding Context	Integration – Built Environment	9	Alleys are currently eyesores. Guidelines should address lighting, safety, and aesthetics.	Focus Group	<p>Scottsdale’s Design Standards & Policies Manual provides discussion regarding alleys related to maintenance, loading and unloading, and refuse collection.</p> <p>Staff added a new Supporting Guideline:</p> <p>9.5 Consider building improvements such as lighting and signage on façades that face onto alleyways.</p>
Site & Surrounding Context	Integration – Built Environment	9	Other cities – ie Miami – have “Back of House” guidelines that address creative solutions for refuse requirements.	Focus Group	<p>Scottsdale’s Design Standards & Policies Manual provides discussion regarding alleys related to maintenance, loading and unloading, and refuse collection.</p> <p>Staff added a new Supporting Guideline:</p> <p>9.5 Consider building improvements such as lighting and signage on façades that face onto alleyways.</p>
Site & Surrounding Context	Integration – Built Environment	9	There needs to be a balance when addressing refuse requirements to bring equal consideration to surface collection. Suggest encouraging vertical compactors, address backup distance with waste staff, and better coordination to these requirements with the DSPM.	Focus Group	<p>Scottsdale’s Design Standards & Policies Manual provides direction regarding refuse collection and backup distance (2-1.309). The section states that refuse compactors may be approved by direction from Solid Waste.</p>
Site & Surrounding Context	Integration – Built Environment	10	Emphasize lighting levels and type of light.	Focus Group	<p>The Zoning Ordinance addresses lighting levels in section 7.6.</p> <p>Staff amended Supporting Guideline 10.6:</p> <p>Provide evenly distributed lighting beneath covered walkways from a source that depicts color naturally. Fixtures that produce light at a warm color temperature are preferred (2700-3000 Kelvin).</p>

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Site & Surrounding Context	Integration – Built Environment	10	Architectural lighting is important and needed in the downtown.	Focus Group	Supporting Guideline 10.2, as written, is in agreement with this comment.
Site & Surrounding Context	Integration – Built Environment	11	Make a note or reference adopted Master Sign plans/programs and ordinance.	Focus Group	Staff added the following language under Purpose of Guidelines (pg. 4): Although the Guidelines apply to all development downtown, there are some larger projects and areas such as Scottsdale Fashion Square, Honor Health, Civic Center, and Historic Old Town that have City Council, Development Review Board, or Historic Preservation Commission-approved design specificity beyond the Guidelines, including: Master Sign Program, Development Plan, Design Plan, Municipal Use Master Site Plan, Master Environmental Design Concept Plan, and/or Historic Preservation Plan.
Site & Surrounding Context	Integration – Built Environment	11	Suggest finding a different wall sign/indirect lighting photograph as the bulbs on the middle photo (page 32) are not a good example.	Focus Group	Staff updated the photograph.
Building Design	Building mass, form & scale	12	Consensus that Development Types should be referenced.	Focus Group	Development Types are currently referenced in Figures 12, 13, 14, and 15.
Building Design	Building mass, form & scale	12.3	Clarify difference between edge of Old Town and sites internal to Old Town.	Focus Group	Throughout the document, Guidelines that are specific to certain locations within Old Town explicitly state such – which is the case with Supporting Guideline 12.3 “... at the Old Town boundary”. Staff amended Supporting Guideline 12.4: Utilize building form as the primary method to make compatible transitions between different Development Types, internal to the Old Town boundary.

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Building Design	Building mass, form & scale	12.3	Consider removing this guideline. Concern that this “handcuffs” future development. The ZO has parameters concerning development at the Old Town Boundary – repeating it here is redundant. Suggest that where ordinance exists, remove guidelines.	Focus Group	There are several instances within the document where guidelines mimic ordinance parameters – as they have been identified by the community as being important. Sensitivity to existing development adjacent to the Old Town boundary is an important community concept.
Building Design	Building mass, form & scale	12.4	Would prefer a obvious juxtaposition between Development Types – ie when Type 3 is adjacent to Type 1. Transitions are sometimes meaningless.	Focus Group	Supporting Guideline 12.4 has been brought forward from the previous UDAG. As a result of future Type 3 development, there likely will be an obvious difference between Types 1 or 2 and Type 3. However, the guidelines, as written, seek to ensure transitions in scale, height, and mass, particularly in support of the pedestrian experience.

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Building Design	Building mass, form & scale	Figures 12 & 13	Consensus that, although these are pretty drawings, they are unnecessary as they repeat what is already in the zoning ordinance.	Focus Group	<p>Staff added the following language to Figures 12 & 13:</p> <p>Figure 12 – (Refer to Sections 5.3006, 6.1308, and 6.1310 of the Scottsdale Zoning Ordinance) Figure notes base setback and stepback development standards attributed to Type 1, Type 2, and Type 3 Developments, when adjacent to the Old Town boundary. Modifications to base development standards may be sought through City Council approval of a Planned Block Development (Section 6.1308 of the Scottsdale Zoning Ordinance) or Infill Incentive District (Resolution No. 8370).</p> <p>Figure 13 – (Refer to Sections 5.3006, 6.1308, and 6.1310 of the Scottsdale Zoning Ordinance) Figure notes base setback and stepback development standards attributed to Type 1, Type 2, and Type 3 Developments. Modifications to base development standards may be sought through City Council approval of a Planned Block Development (Section 6.1308 of the Scottsdale Zoning Ordinance) or Infill Incentive District (Resolution No. 8370).</p>

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Building mass, form & scale	Figure 12	Figure 12: Suggest that the step back plane #5 start at 30 ft, not as shown. This corresponds with the height of the residential. Both step back planes 5 and 6 should be dimensioned vertically or labeled as in Fig. 13.	Community Feedback	<p>Staff added the following language to Figure 12:</p> <p>Figure 12 – (Refer to Sections 5.3006, 6.1308, and 6.1310 of the Scottsdale Zoning Ordinance) Figure notes base setback and stepback development standards attributed to Type 1, Type 2, and Type 3 Developments, when adjacent to the Old Town boundary. Modifications to base development standards may be sought through City Council approval of a Planned Block Development (Section 6.1308 of the Scottsdale Zoning Ordinance) or Infill Incentive District (Resolution No. 8370).</p> <p>Per the base setback and stepback development standards where the Downtown Boundary abuts a residential property (as depicted by Figure 12), the stepback plane (#5 on Figure 12) does indeed begin at 15 feet and not 30 feet, as suggested.</p> <p>Staff amended the labeling for Figure 12 to match that of Figure 13.</p>
Building Design	Building mass, form & scale	13.1	Suggest removing this guideline. The idea behind base/middle/top is archaic. Alternatively, suggest adding language that states that it is one of many ways to reduce apparent building mass.	Focus Group	<p>Staff amended Supporting Guideline 13.1:</p> <p>Reducing apparent size and mass of buildings through architectural design that subdivides the building into horizontal components consisting of a base, middle, and top is preferred.</p>
Building Design	Building mass, form & scale	13.2	Stepbacks are meaningless after the first 40' of a building. Suggest removing stepback discussion and prioritize the first 40' in terms of design.	Focus Group	<p>Incorporating setbacks and stepbacks are required by the Zoning Ordinance (Sections 5.3006 and 6.1308).</p> <p>Primary Guideline 13 and Supporting Guidelines 13.1 through 13.5 highlight different ways of reducing apparent building mass in Old Town.</p>

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Building mass, form & scale	13.2	It is difficult to implement setbacks on every development site. If setbacks are always necessary, developers will ultimately maximize building base as much as possible.	Focus Group	<p>Incorporating setbacks and stepbacks are required by the Zoning Ordinance (Sections 5.3006 and 6.1308).</p> <p>Primary Guideline 13 and Supporting Guidelines 13.1 through 13.5 highlight different ways of reducing apparent building mass in Old Town.</p>
Building Design	Building mass, form & scale / High-Rise Building Design	13.5 / 14.7	This market actually needs elongated floorplates. Most users don't want to have their offices split on multiple levels and would prefer everything on one level of a building. 40,000 sq ft floorplate is where there is current office demand.	Focus Group	<p>Staff amended Supporting Guideline 13.5:</p> <p>Avoid elongated floorplates that do not allow for horizontal relief. Provide physical and visual access points every 100 to 300 feet, subdividing the building mass at regular vertical intervals.</p> <p>Staff amended Supporting Guideline 14.7:</p> <p>Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is three or more than three times greater than the building width.</p> <p>Staff added Alternative Option to Figure 18.</p> <p>Staff added Floorplate Diagram to Figure 18.</p>

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Building mass, form & scale	13.5	Elongated floor plates are needed when designing for Office uses.	Focus Group	<p>Staff amended Supporting Guideline 13.5:</p> <p>Avoid elongated floorplates that do not allow for horizontal relief. Provide physical and visual access points every 100 to 300 feet, subdividing the building mass at regular vertical intervals.</p> <p>Staff amended Supporting Guideline 14.7:</p> <p>Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is three or more than three times greater than the building width.</p> <p>Staff added Alternative Option to Figure 18.</p> <p>Staff added Floorplate Diagram to Figure 18.</p>
Building Design	Building mass, form & scale	13.5	"100'-300'" intervals seen limiting and it is unlikely to be viable on every development site.	Focus Group	<p>Figure 16 notes the various ways to subdivide long walls and horizontal building mass. Providing visual access points every 100 to 300 feet is one of several methods that can accomplish such.</p> <p>Staff amended Supporting Guideline 13.5:</p> <p>Avoid elongated floorplates that do not allow for horizontal relief. Provide physical and visual access points every 100 to 300 feet, subdividing the building mass at regular vertical intervals.</p>
Building Design	Building mass, form & scale	13.6	Suggest removing this guideline.	Focus Group	<p>Staff eliminated Supporting Guideline 13.6:</p> <p>Limit the impact of larger structures on adjacent public open spaces.</p>

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Building mass, form & scale	13.6	This guideline suggests that there is a negative connotation in structures being adjacent to open space. Suggest “Ensure buildings have positive impact...”	Focus Group	Staff eliminated Supporting Guideline 13.6: Limit the impact of larger structures on adjacent public open spaces.
Building Design	Building mass, form & scale	Figure 14	Suggest adding “including, but not limited to.”	Focus Group	Staff amended Figure 14: Methods to visually reduce building size and mass is visually reduced through include, but are not limited to , setbacks, stepbacks, architectural features, and horizontal subdivision.
Building Design	High-Rise Building Design	General	Consider utilizing Development Types vs using low, mid, and “high-rise”	Focus Group	Nomenclature utilizes both building code and fire code – anything over 75’ in height aligns with “High-Rise” development.
Building Design	High-Rise Building Design	General	“High-Rise” figures appear to only address condominium design.	Focus Group	Staff added Alternative Option to Figure 18. Staff added Floorplate Diagram to Figure 18.
Building Design	High-Rise Building Design	General	Suggest including vegetation on upper levels.	Focus Group	Staff amended Supporting Guideline 14.5: Consider the potential of the base/podium for Consider the potential of the base/podium for roof-top for project amenities, such as common area, green roof development, and recreation facilities. Give special consideration to the orientation of the building, shadowing, and sensitivity of adjoining land uses with respect to amenity location and roof-top design.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	High-Rise Building Design	General	Suggest adding an “Office” type Figure and guideline.	Focus Group	<p>Staff amended Supporting Guideline 13.5:</p> <p>Avoid elongated floorplates that do not allow for horizontal relief. Provide physical and visual access points every 100 to 300 feet, subdividing the building mass at regular vertical intervals.</p> <p>Staff amended Supporting Guideline 14.7:</p> <p>Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is three or more than three times greater than the building width.</p> <p>Staff added Alternative Option to Figure 18.</p> <p>Staff added Floorplate Diagram to Figure 18.</p>
Building Design	High-Rise Building Design	General	Consider looking at CityScape by RED Development in Downtown Phoenix in relation to large buildings with elongated floorplates.	Focus Group	<p>Staff amended Supporting Guideline 13.5:</p> <p>Avoid elongated floorplates that do not allow for horizontal relief. Provide physical and visual access points every 100 to 300 feet, subdividing the building mass at regular vertical intervals.</p> <p>Staff amended Supporting Guideline 14.7:</p> <p>Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is three or more than three times greater than the building width.</p> <p>Staff added Alternative Option to Figure 18.</p> <p>Staff added Floorplate Diagram to Figure 18.</p>

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	High-Rise Building Design	General	The term penthouse is only meant for residential use.	Focus Group	The term penthouse is a widely understood term for the top of a building – ie Office Penthouse.
Building Design	High-Rise Building Design	General	Figures concerning high-rise development could work for both condominiums and hotels.	Focus Group	Agreed.
Building Design	Enhance Pedestrian Environment	14	Would prefer that naming uses typology “Type 1, 2, 2.5, or 3” and not High-Rise – there isn’t high-rise in Scottsdale.	Focus Group	Nomenclature utilizes both building code and fire code – anything over 75’ in height aligns with “High-Rise” development.
Building Design	High-Rise Building Design	14	Most of these appear to “pre-judge” architecture. Value-laden statements could be reworded to be more positive.	Focus Group	Staff modified Supporting Guidelines to Guideline 14 to be more positive in tone and representation – than value laden . Staff amended Guideline 14: Design high-rise buildings to reflect design excellence, and fit within the surrounding context, and minimize local impacts.
Building Design	High-Rise Building Design	14.1	This guideline as written is too constricting. Consider removing “darker colors.”	Focus Group	Staff amended Supporting Guideline 14.1: Design the base/podium so that it visually supports the middle/tower and top/penthouse sections. Incorporate heavier, more textured materials, darker colors , low walls, planters, wainscot and other base treatments into the base/podium to visually anchor the structure firmly to the ground plane.
Building Design	High-Rise Building Design / Materials	14.1 / 18.11	Scottsdale Museum of the West appears to contradict utilizing darker colors at the base of a building.	Focus Group	Staff amended Supporting Guideline 14.1: Design the base/podium so that it visually supports the middle/tower and top/penthouse sections. Incorporate heavier, more textured materials, darker colors , low walls, planters, wainscot and other base treatments into the base/podium to visually anchor the structure firmly to the ground plane.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	High-Rise Building Design	14.4	Provide language to encourage buildings to be close together. Waterfront towers are closer than what this suggests.	Focus Group	<p>Staff measured the distance between the tower elements of the Waterfront property, and the measurements meet the suggested guideline.</p> <p>Staff amended Supporting Guideline 14.4:</p> <p>Provide proportionally appropriate, horizontal separation between high-rise towers to maximize views, minimize shadowing, and maintain access to light and air. Consider a minimum spacing between high-rise towers that is a distance of 1/2 the height of the tallest building within the development site and/or surrounding context area.</p> <p>Supporting Guideline 14.4 utilizes the qualifier “Consider” when suggesting the spacing between towers.</p>
Building Design	High-Rise Building Design	14.4	“1/2 the height of the tallest building” is too prescriptive – try to keep this guideline context-based.	Focus Group	<p>Staff amended Supporting Guideline 14.4:</p> <p>Provide proportionally appropriate, horizontal separation between high-rise towers to maximize views, minimize shadowing, and maintain access to light and air. Consider a minimum spacing between high-rise towers that is a distance of 1/2 the height of the tallest building within the development site and/or surrounding context area.</p> <p>Supporting Guideline 14.4 utilizes the qualifier “Consider” when suggesting the spacing between towers.</p>
Building Design	High-Rise Building Design	14.6	This guideline appears to contradict breaking up buildings for the pedestrian.	Focus Group	<p>Staff eliminated Supporting Guideline 14.6:</p> <p>On a single development site, unify multiple high-rise towers with a shared base/podium.</p>

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	High-Rise Building Design	14.7	This guideline as written is too constricting.	Focus Group	<p>Staff amended Supporting Guideline 14.7:</p> <p>Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is three or more than three times greater than the building width.</p> <p>Staff added Alternative Option to Figure 18.</p> <p>Staff added Floorplate Diagram to Figure 18.</p>
Building Design	High-Rise Building Design	14.7	Compact, high-rise floorplates are difficult to achieve for office development.	Focus Group	<p>Staff amended Supporting Guideline 14.7:</p> <p>Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is three or more than three times greater than the building width.</p> <p>Staff added Alternative Option to Figure 18.</p> <p>Staff added Floorplate Diagram to Figure 18.</p>
Building Design	High-Rise Building Design	Figure 18	The encouraged, compact floorplate suggestion cannot be built.	Focus Group	<p>Staff amended Supporting Guideline 14.7:</p> <p>Utilize compact floorplates in high-rise tower design to minimize visual impacts, shadowing, and heat gain from western exposure. Avoid floorplate designs where the length is three or more than three times greater than the building width.</p> <p>Staff added Alternative Option to Figure 18.</p> <p>Staff added Floorplate Diagram to Figure 18.</p>

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Parking	General	Suggest adding considerations for rideshare, scooters, and bikeshare.	Focus Group	Staff added the following Supporting Guideline: 9.4 Site planning that incorporates rideshare queuing and dropoff is encouraged.
Building Design	Parking	15	Although below grade parking is preferred, guidelines should state that it should not preclude at-grade parking.	Focus Group	As written, Supporting Guidelines 15.1 through 15.8 allow for various parking facilities to be accomplished.
Building Design	Parking	15	Accommodate mechanical stacking of vehicles – ie, 3 levels of parking in 1-story floor-to-ceiling.	Focus Group	Guideline 15, and its Supporting Guidelines, as written, does not preclude the use of mechanical stacking and/or future parking solutions. The intent of the guideline is to ensure parking facilities fit and contribute to the surrounding context.
Building Design	Parking	15.3	Provide clarification that this is directed at parking facilities that face the right-of-way.	Focus Group	Staff amended Supporting Guideline 15.3: When parking must be located adjacent to public areas, incorporate architectural features such as a rhythm of wall-mass to window-openings or variations in colors, materials and textures to minimize the visual identity of an above-grade parking structure and disguise its basic structural components.
Building Design	Parking	15.8	This may be contradictory with other language in the parking section. Add clarification.	Focus Group	Staff eliminated Supporting Guideline 15.8: Incorporate recessed parking (tuck under) into the building design and locate interior to the development site or along alley frontage.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Architectural Elements & Detail	16	It might be helpful to identify where covered walkways are NOT required and/or necessary. As they are not needed throughout Old Town.	Focus Group	<p>The Old Town Scottsdale Character Area Plan provides policy-level direction for a Pedestrian Space Hierarchy (pg 33) as well as a Pedestrian Connectivity Map (pg 32) that denotes pedestrian spaces and importance of shade throughout Old Town. Pedestrian Place is where shaded walkways are likely to occur.</p> <p>Page 6 of the draft Guidelines, under Downtown Land Use & Development Types provides discussion related to the grid pattern and its relation to Type 1 Developments.</p> <p>Furthermore, Supporting Guideline 16.4 directly states that shaded walkways are intended within the Downtown Core.</p>
Building Design	Architectural Elements & Detail	16.1	Modify statement to address various floor-to-floor needs of different uses (ie parking, office, residential).	Focus Group	Supporting Guideline 16.1 utilizes the qualifier “similar” when stating how visual continuity may be attained across multiple development sites.
Building Design	Architectural Elements & Detail	16.1 / 16.2	Creating too much similarity across multiple development sites creates inauthenticity.	Focus Group	<p>Supporting Guideline 16.1 utilizes the qualifier “similar” when stating how visual continuity may be attained across multiple development sites.</p> <p>Supporting Guideline 16.2 utilizes the qualifier “as appropriate” when stating that architectural features may be aligned across multiple development sites.</p>
Building Design	Architectural Elements & Detail	16.3	Repeating architectural elements can create a monotonous downtown. The downtown needs some differentiation.	Focus Group	As written, Supporting Guidelines 16.6 states that “variety in building design” may be utilized to create visual interest.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Architectural Elements & Detail	Figure 21	This figure looks too much like one flat façade. Suggest undulating building to create pedestrian spaces.	Focus Group	The purpose of Figure 21 is to display – by means of front elevation – that multiple development sites may align various architectural elements and features to help fit within the surrounding context. It is understood that undulation in building façade will occur – which is captured in Guidelines 13 & 16, which note that recesses and projections of the horizontal wall plane provide visual interest.
Building Design	Architectural Elements & Detail	17.5 / 17.6	The suggested window-to-wall percentages are too prescriptive.	Focus Group	Staff amended Supporting Guideline 17.5 Within Type 1 Development areas and along streets designated as Pedestrian Place, maintain a ground-level window-to-wall percentage of 80% to 20%, utilizing well-insulated, transparent glass. (Refer to Old Town Scottsdale Character Area Map - Pedestrian Connectivity) Staff eliminated Supporting Guideline 17.6: Maintain a window-to-wall percentage of 60% to 40% above the first story, utilizing non-reflective, well-insulated glass.
Building Design	Materials	General	It is unclear what the City is trying to encourage in terms of color. Do we want sameness or vibrancy?	Focus Group	Page 54 states that “a wide range of colors and color combinations are possible” and furthermore notes some of the more vibrant color schemes in Old Town development that meet guideline specifications.
Building Design	Materials	18	Variety in materials and colors should be encouraged.	Focus Group	Staff eliminated Supporting Guideline 18.4 Use a limited number of materials in the design palette for a building. Staff eliminated Supporting Guideline 18.6 Utilize building colors that are simple and complementary to adjoining buildings

Section	Subsection	Guideline	Comment	Source	Staff Notes
Building Design	Materials	18	Fake stone or veneer should be discouraged.	Focus Group	Supporting Guideline 18.9, as written, states that “Natural materials are preferred over simulated”.
Building Design	Materials	18.8	Durability should be taken into consideration when reviewing materials.	Focus Group	Supporting Guideline 18.9, states that “Natural materials are preferred over simulated”. Natural materials tend to be more durable, and are integrally colored.
Historic Old Town Design District	General	General	Ensure that there is no conflict with the HP ordinance.	Focus Group	<p>Locations designated as Historic Property (HP) have their own specific design guidelines.</p> <p>Staff added the following language under Purpose of Guidelines (pg. 4):</p> <p>Although the Guidelines apply to all development downtown, there are some larger projects and areas such as Scottsdale Fashion Square, Honor Health, Civic Center, and Historic Old Town that have City Council, Development Review Board, or Historic Preservation Commission-approved design specificity beyond the Guidelines, including: Master Sign Program, Development Plan, Design Plan, Municipal Use Master Site Plan, Master Environmental Design Concept Plan, and/or Historic Preservation Plan.</p>
Historic Old Town Design District	Building Design	HOT 1.2	Does the yellow boundary affect zoning entitlements?	Focus Group	The purpose of the 100’ Transition Area is to ensure that a compatible yet differentiated transition between Historic Old Town and the surrounding area is created. It does not affect zoning entitlements.
Historic Old Town Design District	Building Design	HOT 1.2	Does the yellow boundary affect only the area it touches, or the entire development site? Edges of development make sense, but not entire site.	Focus Group	The purpose of the 100’ Transition Area is to ensure that a compatible yet differentiated transition between Historic Old Town and the surrounding areas is created. It affects those areas of the development site that fall within the 100’ highlighted area – ensuring that those areas incorporate compatible architectural forms, materials, and elements to create continuity and transition.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Historic Old Town Design District	Building Design	HOT 1.2	Concern that yellow boundary diminishes unique character of Historic Old Town proper.	Focus Group	The purpose of the 100' Transition Area is to ensure that a compatible yet differentiated transition between Historic Old Town and the surrounding area is created. It is not mean new buildings must "mimic" the Frontier Town, Western character, but incorporate compatible architectural forms, materials, and elements to create continuity. Consequently, staff added the R&R Restaurant (3737 N Scottsdale Rd) to the Character Defining Buildings Compendium to further reiterate how building design can contribute to this compatibility, without creating unsuccessful imitation.
Historic Old Town Design District	Building Design	HOT 1.4	Define "human scale".	Focus Group	The Glossary, as written, contains a definition for Human Scale (pg 90).
Historic Old Town Design District	Storefront Design	HOT 2	Do not allow floor-to-ceiling glass in Historic Old Town. Bottom sills are part of the character of this area.	Focus Group	Supporting Guideline HOT 2.4, as written, discusses window sills being at least 10 inches in height.
Civic Center District	Building Design	CC 2.1	Concern for minimizing legacy of Bennie Gonzalez by having new development "mimic" or "imitate" his design. Would be inauthentic.	Focus Group	Supporting Guideline CC 2.1, as written, does not state that future development must "mimic" or "imitate" Bennie Gonzalez. Instead, the Supporting Guideline suggests that utilizing Southwestern Native American design themes, light desert colors, mortar washed slump block, and obtuse angles may further relate building design to the Civic Center primary open space area.

Section	Subsection	Guideline	Comment	Source	Staff Notes
Civic Center District	Building Design	CC 3	Concerns that this may create additional noise controls after development occurs. "Pre vs Post"	Focus Group	<p>The purpose of both Guideline CC 3 and AC 3 is to ensure future development is respectful of noise impacts. More specifically, Guideline CC 3 ensures that major special events held within the Civic Center primary open space area are not negatively affected by future, adjacent, noise sensitive land uses.</p> <p>Staff amended Supporting Guideline CC 3.1:</p> <p>Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received by the development once developed built.</p> <p>Staff amended Supporting Guideline AC 3.1:</p> <p>Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received by the development once built.</p>

Section	Subsection	Guideline	Comment	Source	Staff Notes
Civic Center District	Building Design	CC 3	We should recognize that noise will exist in an urban environment.	Focus Group	<p>The purpose of Guidelines CC 3 and AC 3 is to ensure future development is respectful of noise impacts. More specifically, Guidelines CC 3 and AC 3 ensure that major special events area are not negatively affected by future, adjacent, noise sensitive land uses.</p> <p>Staff amended Supporting Guideline CC 3.1:</p> <p>Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received by the development once developed built.</p> <p>Staff amended Supporting Guideline AC 3.1:</p> <p>Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received by the development once built.</p>

Section	Subsection	Guideline	Comment	Source	Staff Notes
Civic Center District	Building Design	CC 3.1	Suggest “Consider analyzing the...”	Focus Group	<p>The purpose of Guidelines CC 3 and AC 3 is to ensure future development is respectful of noise impacts. More specifically, Guidelines CC 3 and AC 3 ensure that major special events area are not negatively affected by future, adjacent, noise sensitive land uses.</p> <p>Staff amended Supporting Guideline CC 3.1:</p> <p>Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received by the development once developed built.</p> <p>Staff amended Supporting Guideline AC 3.1:</p> <p>Analyze the noise compatibility of proposed development projects during the design phase to minimize the impacts of noise generated and received by the development once built.</p>